

## ORDER



KSNV

## Orders

Order / Rev: 104968

Alt Order #: 06837526

Product Desc: DCCC

Estimate: 1200

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 08/01/12 / 10/01/12

Order Type: GENERAL

Primary AE:

Amy McCreary

Sales Office:

BLPHI

Sales Region:

National

## Agency

Name: Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

## Advertiser

Name: Democratic Congressional Campaign *Revised*

Demographic: A35+

Product Codes: PLI2

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

00:05:00

Advertiser External ID:

Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	105	\$78,550.00	\$66,767.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	105	\$78,550.00	\$66,767.50	0.00
Totals	105	\$78,550.00	\$66,767.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	26%	\$78,550.00
Market	100%	\$302,115.38

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$90,634.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$60,423.08
KTUD	1%	\$3,021.15
KVVU	20%	\$60,423.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$9,063.46

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$450.00		0.00				

Order / Rev: 104968  
 Alt Order #: 06837526  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1200

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$450.00		0.00						
E 2	KSNV	10/09/12	10/15/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWT--S	4		\$200.00		0.00						
E 3	KSNV	10/09/12	10/15/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$1,000.00		0.00						
E 4	KSNV	10/09/12	10/15/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,500.00	1	0.00	NM	5	\$7,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$1,500.00		0.00						
E 5	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$375.00	1	0.00	NM	2	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$375.00		0.00						
E 6	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$625.00		0.00						
E 7	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$375.00		0.00						
E 8	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$750.00		0.00						
E 9	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$500.00		0.00						
E 10	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$600.00		0.00						
E 11	KSNV	10/09/12	10/15/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$750.00		0.00						
E 12	KSNV	10/09/12	10/15/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	5		\$325.00		0.00						
E 13	KSNV	10/09/12	10/15/12		CM	11am-12pm	MTWTF--	:30	7	\$325.00	1	0.00	NM	7	\$2,275.00

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	DCCC
Estimate:	1200

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		7			\$325.00	0.00					
E 14	KSNV	10/09/12	10/15/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$425.00	0.00					
E 15	KSNV	10/09/12	10/15/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$325.00	0.00					
E 16	KSNV	10/09/12	10/15/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$325.00	0.00					
E 17	KSNV	10/09/12	10/15/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$450.00	0.00					
E 18	KSNV	10/09/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$725.00	0.00					
E 19	KSNV	10/09/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$725.00	0.00					
E 20	KSNV	10/09/12	10/15/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$1,200.00	0.00					
E 21	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-		1			\$675.00	0.00					
E 22	KSNV	10/09/12	10/15/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
				M-F Wheel of Fortune											
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		4			\$1,300.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KSNV	10/09/12-10/15/12	M-F Wheel			7-730pm	MTWThF----	:30	<del>(\$1,300.00)</del>	0.00	NM				
See MG 22.5															
[na debates]															
5	KSNV	10/11/12-10/11/12	Wheel of Fortune in PRIME	M-SA 8-11p / SUI			---Th-----	:30	\$1,300.00	0.00	NM				
Ⓜ MG for 22.3 10/11															
[INV CODE]															
E 23	KSNV	10/09/12	10/15/12	Face to Face/Ralston Rejoins	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
				Face to Face w/ J.Ralston											
				Face to Face											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--		5			\$900.00	0.00					

Order / Rev: 104968  
 Alt Order #: 06837526  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1200

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	10/09/12	10/15/12	FacetoFace/Ralston Rep	CM	730-758pm	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
Face to Face Face to Face w/ J.Ralston															
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/09/12 10/15/12 MTWTF-- 5 \$900.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 3 KSNV 10/09/12-10/15/12 FacetoFace/Ralston Report 730-758pm MTWThF----- :30 (\$900.00) 0.00 NM See MG 23.6 [PGM CGH = NBC DEBATE]															
6	KSNV	10/11/12-10/11/12	10/11/12	RALSTON in PRIME	CM	8-11pm	---Th-----	:30		\$900.00	1	0.00	NM		
MG for 23.3 10/11 [INV CODE]															
E 24	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
WKND Jeop/Wheel JEOPARDY/ WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S- 2 \$525.00 0.00															
E 25	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
Monday Prime 8-10pm THE VOICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M----- 2 \$4,000.00 0.00															
E 26	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News 3 in Prime NEWS AFTER NFL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S 1 \$1,800.00 0.00															
E 27	KSNV	10/14/12	10/14/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME LAW & ORDER Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S 1 \$1,200.00 0.00															
E 28	KSNV	10/09/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F News 3 at Eleven NEWS 3 NIGHTSIDE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/09/12 10/15/12 MTWTF-- 2 \$1,200.00 0.00															
E 29	KSNV	10/13/12	10/13/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S- 1 \$1,100.00 0.00															
E 30	KSNV	10/09/12	10/15/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
Tonight Show TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/09/12 10/15/12 MTWTF-- 5 \$750.00 0.00															
E 31	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas SPORTS NIGHT IN LAS VEGAS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S 1 \$400.00 0.00															
E 32	KSNV	10/14/12	10/14/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1	-----S	:30	1	\$175.00	1	0.00	NM	1	\$175.00
Law & Order (LF) L&O Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S 1 \$175.00 0.00															
													Totals	105	\$78,560.00